

REMARKS

Claims 1-2, 4-6, 9, 11, 12, 16 remain pending in this application. Claims 1, 2 and 16 have been amended as discussed with the examiner.

REJECTIONS UNDER 35 U.S.C. 103(a)

Claims 1 and 16 have been rejected as being unpatentable over Sanoff in view of Thomas and further in view of Bayer.

Claims 1 and 16 as amended recite “tailoring the incentive based on the candidate segments”.

Sanoff, Thomas and Bayer do not alone or in combination, show, teach or suggest such a feature.

Therefore the rejection must be withdrawn.

Claims 2, 4-6, 9, 11 and 12 have been rejected as being unpatentable over Sanoff in view of Thomas.

Claim 2 as amended recites “including an incentive to respond to the survey and tailoring the incentive based on the candidate segments”.

Sanoff and Thomas do not alone or in combination, show teach or suggest such a feature.

Therefore the rejections must be withdrawn. Additionally, the rejection of the dependent claims which stem from independent Claim 2 must also be withdrawn irrespective of the additional patentable features recited therein.

CONCLUSION

If necessary to effect a timely response, this paper should be considered as a petition for an Extension of Time sufficient to effect a timely response, and please charge any deficiency in fees or credit any overpayments to **Deposit Account No. 04-1679**.

Respectfully submitted,

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